

DERWENT-ACC-NO: 2002-041758

DERWENT-WEEK: 200282

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TITLE: Providing multimedia content services from  
which an audience can select a content through a  
communication network comprising a memory storing multimedia  
and advertisement contents

INVENTOR: OH, B S; OH, B

PATENT-ASSIGNEE: OH B S[OHBSI] , MIWA MATERIAL KK[MIWAN],  
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PRIORITY-DATA: 2000KR-0017970 (April 6, 2000)

PATENT-FAMILY:

PUB-NO	MAIN-IPC	PUB-DATE	LANGUAGE
CN 1366643 A		August 28, 2002	N/A
000	G06F 017/00		
<u>WO 200188738 A1</u>		November 22, 2001	E
034	G06F 017/00		
AU 200144827 A		November 26, 2001	N/A
000	G06F 017/00		
KR 2001094698 A		November 1, 2001	N/A
000	G06F 017/00		
JP 2002245056 A		August 30, 2002	N/A
014	G06F 017/30		
US 20020161713 A1		October 31, 2002	N/A
000	H04K 001/00		

DESIGNATED-STATES: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR  
CU CZ DE  
DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KZ LC  
LK LR LS  
LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL  
TJ TM TR  
TT TZ UA UG US UZ VN YU ZA ZW AT BE CH CY DE DK EA ES FI FR GB GH GM  
GR IE IT  
KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

## APPLICATION-DATA:

PUB-NO	APPL-DESCRIPTOR	APPL-NO
APPL-DATE		
CN 1366643A	N/A	2001CN-0800837
April 4, 2001		
WO 200188738A1	N/A	2001WO-KR00569
April 4, 2001		
AU 200144827A	N/A	2001AU-0044827
April 4, 2001		
AU 200144827A	Based on	WO 200188738
N/A		
KR2001094698A	N/A	2000KR-0017970
April 6, 2000		
JP2002245056A	N/A	2001JP-0083734
March 22, 2001		
US20020161713A1	N/A	2001WO-KR00569
April 4, 2001		
US20020161713A1	N/A	2001US-0980831
December 6, 2001		

INT-CL (IPC): G06F017/00, G06F017/30 , G06F017/60 , H04K001/00 , H04L009/00

ABSTRACTED-PUB-NO: WO 200188738A

## BASIC-ABSTRACT:

NOVELTY - A user makes a connection request, step 301, connection is allowed if capacity is available, step 303, after entering identification and password and multimedia content is retrieved and transferred to the client, step 305. The client displays content information, step 307, selects at least one multimedia content, step 309, the system retrieves information on advertisement content from a database in response to user selection, step 311 and the user can indicate willingness to watch the advertisement content, step 317. The price of the multimedia content is then discounted and a corresponding incentive can be given, step 321, after the user has watched the advertisement content, step 323 and the multimedia content, step 325, when the user can select to watch other multimedia content, step 327.

DETAILED DESCRIPTION - AN INDEPENDENT CLAIM is included for a multimedia

content providing service system.

USE - Providing multimedia content services.

ADVANTAGE - Increased effectiveness of advertising.

DESCRIPTION OF DRAWING(S) - The drawing is a flow chart of the method.

CHOSEN-DRAWING: Dwg.3/7

TITLE-TERMS: CONTENT SERVICE AUDIENCE CAN SELECT CONTENT THROUGH COMMUNICATE

NETWORK COMPRISE MEMORY STORAGE ADVERTISE CONTENT

DERWENT-CLASS: T01

EPI-CODES: T01-J05B2; T01-J05B4P; T01-N01A2C; T01-N01D1; T01-N02A2C;

SECONDARY-ACC-NO:

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